



SUMTER OPERA HOUSE SPONSORSHIP KIT



MAIN STAGE SERIES

21 N. MAIN STREET • SUMTER, SC 29150 / 803.436.2616
SUMTEROPERAHOUSE.COM



THE SUMTER OPERA HOUSE is seeking sponsorships for our Matinee Series and to support local artists. Through collaboration with educational systems, civic organizations and corporate sponsors, we have become the uniting force for excellence in arts education and concert presentation. With your financial contribution, we will continue to stimulate economic development and tourism growth while enriching the cultural lives of our community.

We have received regional recognition as a historic venue that provides a truly unique atmosphere for live entertainment.

Some of our winning numbers from the past season include:

- 20,000+ visitors to the Sumter Opera House during 2017 calendar year
- 48% annual growth rate in Facebook followers
- 5,000 Sumter County students visited the Sumter Opera House in 2017-2018
- 4,000+ e-newsletter subscribers, with an above-average open rate

The enclosed sheet provides basic levels of business support, but we encourage you to contact us to tailor a package that will best accommodate your needs. All sponsorship packages include exposure at events with prominent business and community leaders, theater enthusiasts, subscribers, donors, and active community volunteers.

Corporate sponsorships help underwrite matinee event costs and allow the Sumter Opera House to meet our outreach objectives. Your donations also connect local artists with the resources they need to thrive in our community. In return for your sponsorship, you will have access to patrons that are active, engaged and diverse.

This is an exciting time for Downtown Sumter and the Sumter Opera House. The success and continued growth requires the generosity of individuals, foundations, and corporations like yours. We appreciate your time and hope that you will consider making a decision to support a vibrant cultural life within our community.

With sincere appreciation,

Seth Reimer

Cultural Manager





CORPORATE SPONSORSHIP PROGRAM

The Corporate Sponsorship Program provides businesses with an extraordinary opportunity to contribute to the arts in our community by supporting the longest standing opera house in South Carolina – The Sumter Opera House.

FOR 124 YEARS, the Sumter Opera House has stood as the cornerstone in Sumter, South Carolina. Built in its current location in 1894, the Sumter Opera House was listed on the National Historic Registry in 1979. The interior boasts perfect acoustics with art-deco hand painted plaster surrounding the proscenium. Last renovated in 1986, the capacity is 550 seats with each seat less than one hundred feet from the stage.

The Sumter Opera House began presenting live entertainment in early 2014. Now entering the fifth season of concert presentation, we have seen a profound impact on the quality of life for our patrons. The Sumter Opera House continues to attract national talent to our intimate stage while drawing audiences from across the east coast. As a result, we are quickly becoming an indispensable cultural asset to the Southeast.

The Sumter Opera House provides four levels of business support: Bronze, Silver, Gold, and Platinum. Support through the Corporate Sponsorship Program allows your business to meet its philanthropic and marketing goals, while helping the Sumter Opera House meet its artistic, education and outreach objectives.

CORPORATE SPONSORS ENJOY MANY BENEFITS, INCLUDING:

- Regional recognition as a supporter of the arts
- Brand visibility
- Complimentary beverage coupons
- Complimentary tickets to entertain your clients and employees
- Discount ticket benefits for your employees
- Private movie screenings
- Entertain your clients pre-show in our private Green Room
- Rental rates waived for the Sumter Opera House and ancillary spaces

YOUR SPONSORSHIP IS ESSENTIAL!

Partnering your business with the Sumter Opera House means you will expose your brand to leaders in the performing arts community, audience members that include residents of our surrounding communities along with visitors from along the East coast, and an increasing number of social media subscribers who follow the Sumter Opera House.

VISITATION

Since July 2014:

- 300 events have been held at our venue
- Over 70,000 guests have discovered the Sumter Opera House
- 40% of our audience is from outside of Sumter County

SPONSORSHIPS & VOLUNTEERS

30+ active volunteers serving an average of 25 hours
Over 20 local businesses & 100 individuals providing support

DIGITAL/SOCIAL IMPACT

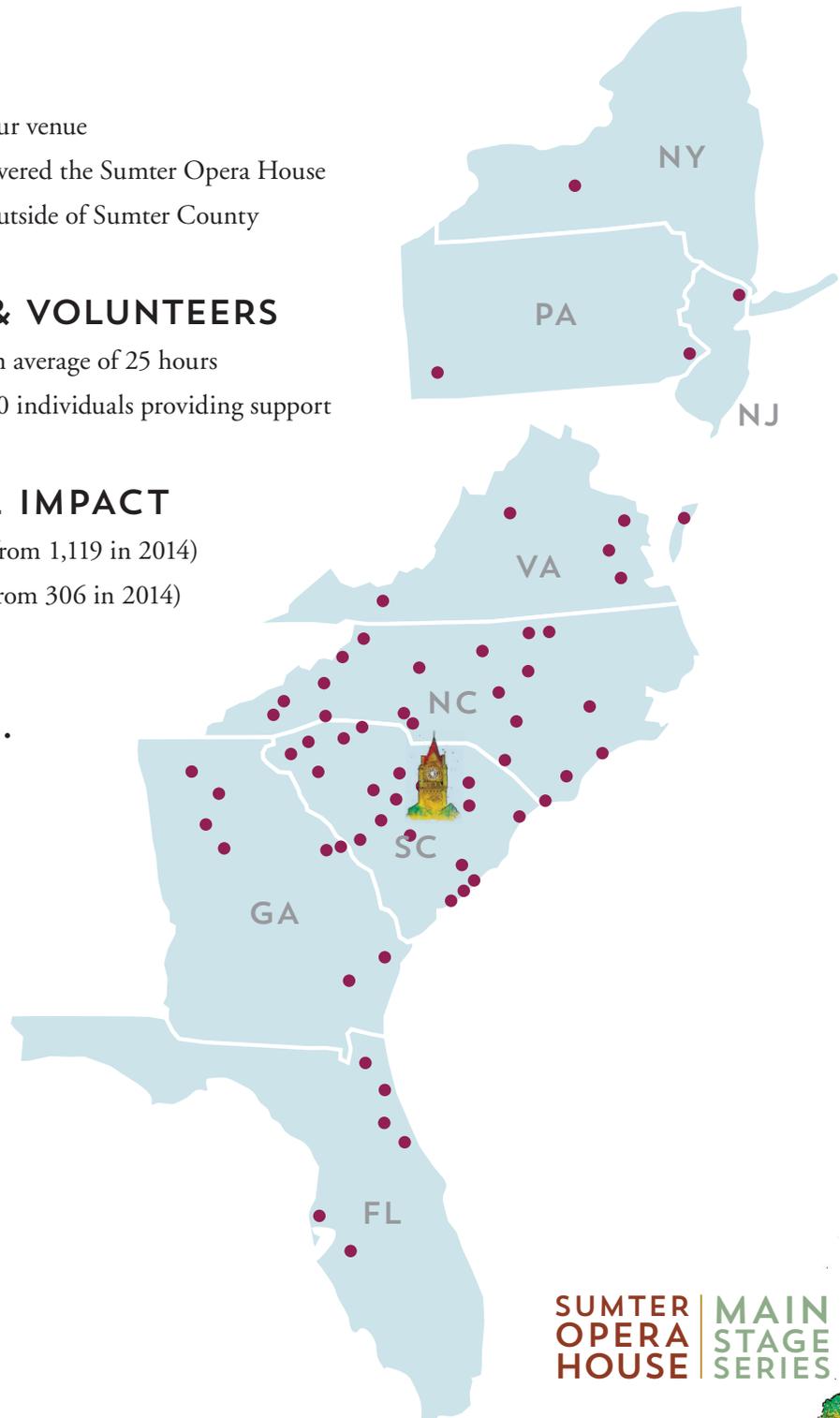
5,280 Likes on Facebook (up from 1,119 in 2014)
3,787 eNews Subscribers (up from 306 in 2014)

LIKE. TWEET. SHARE.

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DONOR LEVELS

CELEBRATING 124 YEARS!

FAN SPONSOR

Help support our fifth performance season as a Fan of the Sumter Opera House with a special donation of \$50.00 and gain early access to purchase single tickets prior to public sale!

125 CLUB

Donation level: \$125

- Early access to purchase single tickets prior to public sale
- Access to special events available to donors only (as opportunities arise)
- Listing on digital displays throughout the SOH
- 125th anniversary commemorative gift

COPPER SPONSOR

Donation Level: \$250

- **All 125 Club benefits, plus:**
- 2 complimentary beverage coupons: Good for a complimentary drink at any events presented by the SOH
- Private tour of the Sumter Opera House with the Cultural Manager
- 5% discount on all ticket purchases to events presented by the SOH

BRONZE SPONSOR

Donation Level: \$500

- **All Copper benefits, plus:**
- 4 complimentary beverage coupons for a complimentary drink at any events presented by the SOH
- 4 complimentary tickets to events presented by the SOH *(Must be reserved 30 days in advance. Subject to availability. Exclusions apply.)*
- 10% discount on all ticket purchases for SOH presents events
- Private tour of the SOH with the cultural manager
- Logo on digital displays throughout the SOH
- 1/4 page color ad in souvenir playbill – See “Ad Specs”



SILVER SPONSOR

Donation Level: \$1,000

- **All Bronze benefits, plus:**
- 6 complimentary beverage coupons: Good for a complimentary drink at any events presented by the SOH
- 10 complimentary tickets to events presented by the SOH *(Must be reserved 30 days in advance. Subject to availability. Exclusions apply.)*
- 1/2 page color ad in souvenir playbill
- Logo on all "Print From Home" tickets
- Featured once per month in weekly e-newsletter: Includes logo and link to homepage
- Artist memorabilia at end of the season

GOLD SPONSOR

Donation Level: \$2,500

- **All Silver benefits, plus:**
- 6 complimentary beverage coupons: Good for a complimentary drink at any events presented by the SOH
- 20 complimentary tickets to events presented by the SOH *(Must be reserved 30 days in advance. Subject to availability. Exclusions apply.)*
- 15% discount on all ticket purchases for SOH presents events
- Full page color ad in souvenir playbill
- Rental fee waived for City Centre *(Must be reserved 30 days in advance. Subject to availability. Exclusions apply.)*
- Private movie screening for you and up to 500 guests. Popcorn included!
- Logo on printed flyers and posters

PLATINUM SPONSOR

Donation Level: \$5,000+

- **All Gold benefits, plus:**
- 10 complimentary beverage coupons: Good for a complimentary drink at any events presented by the SOH
- 30 complimentary tickets to events presented by the SOH *(Must be reserved 30 days in advance. Subject to availability. Exclusions apply.)*
- Premium ad space in souvenir playbill *(Space is limited. First come, first served.)*
- Personalized on-stage announcement during curtain speech
- Private pre-show sponsor reception in our Green Room
- Rental Fee waived for Sumter Opera House *(Must be reserved 30 days in advance. Subject to availability. Exclusions apply.)*
- 10% ticket discount for your employees on events presented by the SOH *(Work ID required.)*



DONOR PERKS AT-A-GLANCE

FAN \$50	125 CLUB \$125	COPPER \$250	BRONZE \$500	SILVER \$1000	GOLD \$2500	PLATINUM \$5000+
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Early Access to Purchase Tickets Prior to Public Sale	●	●	●	●	●	●
Access to Special Events as Opportunities Arise	●	●	●	●	●	●
Listing on Digital Displays Throughout the SOH	●	●	●	●	●	●
125th Anniversary Commemorative Gift	●	●	●	●	●	●
Complimentary Beverage Coupons		2	4	6	8	10
Complimentary Tickets for SOH Events		2	4	10	20	30
Discount on Ticket Purchases		5%	10%	10%	15%	15%
Private Tour with Cultural Manager			●	●	●	●
Logo on Digital Displays Throughout SOH			●	●	●	●
Ad in Souvenir Playbill			1/4	1/2	FULL	PREMIUM
Logo on all "Print from Home" Tickets			●	●	●	●
Featured Once Per Month in Weekly eNewsletter			●	●	●	●
Artist Memorabilia at End of Season			●	●	●	●
Rental Fee Waived for City Centre					●	●
Private Movie Screening for Up to 500 People					●	●
Logo on Printed Flyers and Posters					●	●
Personalized On-Stage Mention During Curtain Speech						●
Private Pre-Show Reception in the Green Room						●
Rental Fee Waived for Sumter Opera House						●
10% Ticket Discount for Your Employees (with ID)						●

ADVERTISING RATES

Premium spaces are filled by membership level and as contracts with payments are received. **Don't have an ad? Our staff can create one for you for an additional \$100.**

AD SIZES & PRICING

Prices shown are per season.

Quarter Page	\$200
Half Page	\$275
Full Page	\$525

PREMIUM AD SPACES

Limited availability.

Center Fold	\$1000
Inside Front And Back Cover	\$1250
Outside Back Cover	\$1600

AD SPECIFICATIONS

The Playbill offers readers and advertisers a staple-bound digest-sized booklet of high print quality in full color on bright white paper stock distributed over the entire season.

SPECS:

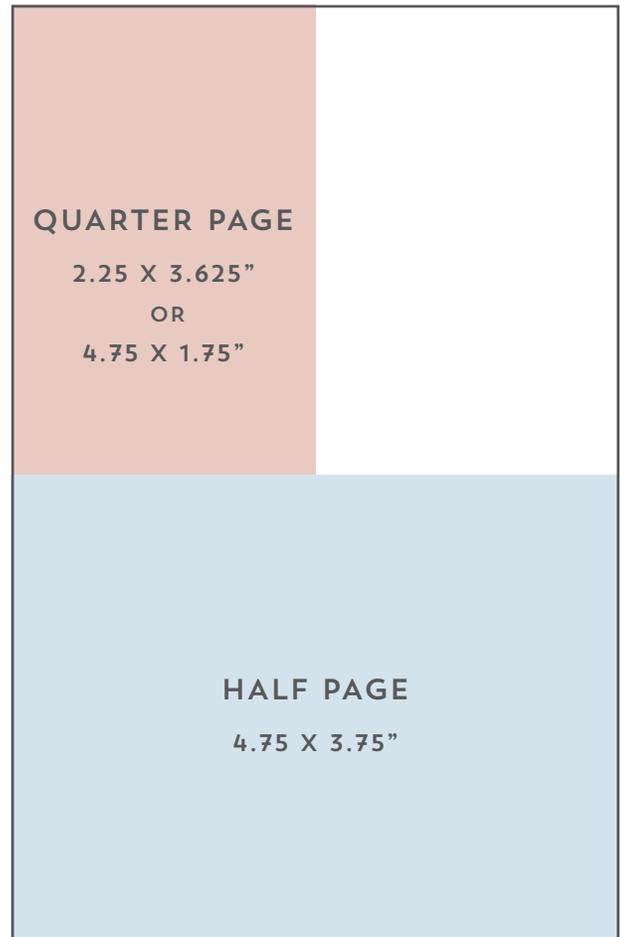
- 300 dpi
- CMYK
- PDF (Press Quality), TIFF or JPG

DEADLINE:

- Please submit your ad(s) ASAP
- Final Deadline: September 14, 2018. Due to printing schedules, ads cannot be changed after the final deadline.

CONTACT:

With your business name and ad size in the subject line, email all files to Matthew Morse at mmorse@sumtersc.gov and Seth Reimer at sreimer@sumtersc.gov.



FULL PAGE

4.75 X 7.5"

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SERIES



ADVERTISING CONTRACT

_____, herein after called the Advertiser, agrees to purchase display advertising space in the Sumter Opera House Playbill for the Main Stage Series, with a possible distribution to more than 15,000 audience members.

TERMS:

- Advertiser agrees to furnish ad materials and payment to Sumter Opera House before the final deadline.
- If layout or typesetting is required to render Advertiser's copy camera-ready, Advertiser agrees to pay the typesetting/layout fee. The charge for these additional services is \$100. Advertiser will be invoiced for these fees separately if applicable. Layout/Typesetting fee will be waived for full page advertisers.
- If full payment is not received before the final deadline, Sumter Opera House retains the right to not place the ad in the playbill until payment is arranged.

PLEASE COMPLETE THE FOLLOWING		
AD SIZE	AD PRICE	TOTAL AMOUNT DUE
_____	\$ _____	\$ _____
I want to upgrade my current ad to: <input type="checkbox"/> Half Page <input type="checkbox"/> Full Page		<input type="checkbox"/> Artwork Provided (Via Email or Included CD)
<input type="checkbox"/> Check Enclosed	<input type="checkbox"/> I authorize Sumter Opera House to charge my Credit Card for the amount indicated above. Number: _____ Exp Date: _____	

Business Name: _____ Contact: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

I agree to the terms and conditions set forth in this contract.

Return Check Payable to Sumter Opera House & Contract to:

Sumter Opera House • Attn: Playbill Advertising • 21 N. Main Street • Sumter, SC 29150

Packages may be mailed to or dropped off at the address above.

